

PROGRAM..... 8RP101
 COMPANY..... 02 Del Cielo Media
 OFFICE..... 01 San Diego

BUY DETAIL REPORT

RUN DATE 2/14/12
 RUN TIME 11:44:33
 PAGE 1

MEDIA..... TV TELEVISION
 CLIENT..... USCHA Us Chamber of Commerce
 PRODUCT..... ORDR Order
 ESTIMATE..... 216222 2/16-2/22 BROADCAST
 STATION..... MJLA T MJLA-TV
 CHANNEL

MARKET..... WAS WASHINGTON, DC

RATING SERVICE NSI

FLIGHT DATES 2/16/12 - 2/22/12
 RP35+ COVERAGE 2.09%

SHARE: DRC11 PVT: FRB11

ITEM	DAY(S)	TIME	BA	COST	Q	NUMBER OF SPOTS PER WEEK											TOTAL SPOTS	RP35+
LEN	MTWTF	PROGRAM	REF			Fe	Fe	Fe	Fe	Fe	Fe	Fe	Fe	Fe	Fe			
13	14	15	16	17	18	19	20	21	22									
> 1	MTWTF..	1200N-1230P NEWS	600.00 G					1	1			1	1	1			5	2.0 300.00
> 2S	1000A-1100A THIS WEEK	15000.00 G							1							1	1.2 12500.00
> 3	MTWTF..	0700A-0900A GMA	1200.00 G			2	2				2	2	2				10	2.2 545.45
> 4	MTWTF..	0500P-0600P NEWS	1200.00 G					1				1		1			3	2.2 545.45
> 5	MTWTF..	0600P-0630P NEWS	1200.00 G					1					1	1			3	3.0 400.00
> 6S	0630P-0700P NEWS	1000.00 G							1							1	2.5 400.00
> 7	MTWTF..	1100P-1135P NEWS	2500.00 G					1				1					2	2.2 1136.36
> 8S	1100P-1200M ABC NEWS SU	1200.00 G							1							1	1.4 857.14
> 9S	1100P-1200M ABC NEWS SU	1600.00 G									1					1	1.7 941.18

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2/13/12 - 2/22/12
TOTAL SPOTS 27
TOTAL COST 46000.00

TOTAL: 58.6
782.11

PAGE 2